



# Expanding your international reach? Think Turkey.



## Mission Details at a Glance

**Who:** U.S.-based companies interested in expanding their business into Turkey<sup>2</sup>

**When:** Nov. 8, 2009 – Nov. 13, 2009

**Where:** Istanbul, Ankara and Izmir

**Participation fee:** \$2,525<sup>3</sup>

**For more information on the Turkey Trade Mission, go to [export.fedex.com](http://export.fedex.com)**

For more information on the Commercial Service in Turkey, go to [www.buyusa.gov/turkey/en](http://www.buyusa.gov/turkey/en)

For questions on the Turkey Trade Mission, e-mail [tradeevents@fedex.com](mailto:tradeevents@fedex.com)



## Did you know?

Turkey is a regional commercial hub with access to over 1.34 billion people in multiple markets, such as Europe; Russian Federation; Middle East and North Africa; and Central Asia and Caucasus<sup>5</sup>

Turkey is one of the world's top 20 largest economies<sup>5</sup>

Turkey is the 16th largest automotive producer in the world<sup>5</sup>

Turkey has 20 Free Zones<sup>5</sup>

The United Nations Conference on Trade and Development ranks Turkey as the 15th most attractive economy for foreign direct investment<sup>6</sup>

## FedEx Turkey Trade Mission

### Turkey offers great potential for U.S. businesses.

Turkey is strategically located at the crossroads of Europe, Asia, Africa and the Middle East. It is a parliamentary democracy with a population of over 70 million people. Turkey is a member of the Council of Europe, G-20 major economies, Organisation for Economic Co-Operation and Development (OECD), NATO and was recently elected to a seat on the UN Security Council. To further strengthen the country's economy, the government initiated a number of economic reforms, adopted a tighter fiscal policy and reduced corporate tax rates. As a result, the country's economy grew at a rate of over 6 percent for several years, although growth has slowed in the current global economic environment. Turkey is an attractive destination for international business, as evidenced by an increase in foreign direct investment. The current value of Foreign Direct Investment (FDI) is around \$85 billion!

### Mission Objectives

FedEx and the U.S. Commercial Service are working together on this trade mission to help U.S. businesses explore exporting to this market, to assess the business climate of the country and determine how Turkey can be included in their international expansion plans. The U.S. Commercial Service, through their matchmaking service, will arrange for delegates to meet with potential business partners, distributors, agents or buyers through appointments scheduled in advance with pre-screened business contacts. The emphasis for this mission is on these private matchmaking meetings. Delegates will also meet with key contacts from Turkish businesses, U.S. executives already successfully operating in Turkey, government officials, trade specialists, and others. This mission will provide delegates with important networking opportunities and market intelligence to help them successfully expand into this dynamic market.

## Mission Cities

### Istanbul

Istanbul, a cultural and financial center, is the largest city and largest industrial center in Turkey. This city is responsible for approximately 55 percent of the country's trade<sup>4</sup>. Istanbul is unique in that it is the only city in the world located on two continents – Europe and Asia, serving as a bridge between the east and the west.

### Ankara

Ankara is the capital city and the center of Turkish government. It is the second largest city after Istanbul and is also an industrial and commercial center. The city is centrally located with access to highway and rail systems.

### Izmir

Izmir is the third largest city and has the second largest port. It is well connected to the rest of the country by air, road and rail systems. The city offers a highly developed infrastructure and strategic location on the Aegean Coast. Izmir is one of Turkey's most popular tourist destinations and is recognized for its industrial and agricultural development.

<sup>1</sup> Central Intelligence Agency, The World Factbook, Turkey <https://www.cia.gov/library/publications/the-world-factbook/geos/tu.html>

<sup>2</sup> Space is limited. FedEx retains sole discretion regarding who participates in the Turkey Trade Mission.

<sup>3</sup> Does not include airfare or hotel. Also does not include any meals outside of the trade mission sessions. Cost of the mission is based on a certain number of participants. Should fewer participants sign up than expected, it is possible the cost could increase. Itinerary changes may be subject to possible fees.

<sup>4</sup> World Bulletin, [http://www.worldbulletin.net/news\\_detail.php?id=37450](http://www.worldbulletin.net/news_detail.php?id=37450), March 1, 2009.

<sup>5</sup> Investment Support and Promotion Agency of Turkey (ISPAT)

<sup>6</sup> United Nations Conference on Trade and Development: World Investment Prospects Survey - 2008 – 2010, p.21 [http://www.unctad.org/en/docs/wips2008\\_en.pdf](http://www.unctad.org/en/docs/wips2008_en.pdf)